

# BOSTON MARATHON® JIMMY FUND WALK

## VIRTUAL WALKER PROGRAM

### ABOUT THE JIMMY FUND WALK

The Boston Marathon® Jimmy Fund Walk presented by Hyundai raises the most money of any single-day walk in the nation and has raised more than \$135 million for Dana-Farber Cancer Institute's fight against cancer since 1989. In 2019, more than 8,200 participants and 1,000 volunteers took to the Boston Marathon® course and raised \$8.7 million.

Can't join us on **Walk day, October 4, 2020?** Become a Virtual Walker today!

### WHAT IS A VIRTUAL WALKER?

- Jimmy Fund Walk participants who cannot make it on Walk day (may live outside of New England, may have a scheduling conflict, may not be able to physically participate, etc.) but still want to stay involved
- Many Virtual Walkers hold their own Jimmy Fund Walk on a date, and in a location, that works for their schedule. Consider hosting your virtual walk on Sunday, October 4—one week before Jimmy Fund Walk day and a great way to kick-off Walk week!

### FEATURED VIRTUAL WALKERS

*We decided to host a virtual walk in Indiana in remembrance of our dear friend, Audrey, and in support of her pen-pal, Ellie. 11-year-old Ellie made a goal of raising \$10,000 to support the Jimmy Fund Walk and Dana Farber Cancer Institute, and we were happy to help Ellie accomplish her goal. We had a wonderful time hosting our own walk in Indiana while skyping with the Boston walkers and eating one of Audrey's favorite foods—chocolate chip pancakes.*

*-Jenny Cox, Virtual Walker*



### VIRTUAL WALKER BASICS

- Agree to raise **\$100 (\$30 for those 12 years old or younger)** to support Dana-Farber's lifesaving mission
- Receive a personal fundraising page with tips and tools to help reach your fundraising goals
- Access to the Virtual Walker toolkit, a dedicated Jimmy Fund Walk staff member to offer support, and materials such as posters, lawn signs, and more to promote your virtual walk and fundraising
- Earn prizes based on fundraising milestones including:
  - A Jimmy Fund Walk hat when fundraising minimum is met
  - A Jimmy Fund Walk T-shirt and medal when you raise \$330 (\$125 for those 12 years old and younger)
  - Pacesetter rewards when you raise \$1,500 or more (\$500 for those 12 years and younger)
- Visit [JimmyFundWalk.org](https://www.jimmyfundwalk.org) to learn more!

#### FOR MORE INFORMATION

Contact Amy Lusa at  
EM: [Amy\\_Lusa@dfci.harvard.edu](mailto:Amy_Lusa@dfci.harvard.edu)  
PH: 617-582-8681

# BOSTON MARATHON® JIMMY FUND WALK

## HOST YOUR OWN VIRTUAL WALK

### HOST A VIRTUAL WALK

Can't join us on **Walk day, Sunday, October 4, 2020?** Become a Virtual Walker today and host your own walk!

The Jimmy Fund Walk staff can walk you through an event planning form and the event approval process prior to your walk. Fill out the event planning form on the next page and send it to your Walk Staff contact today. Once your walk is approved, we can send you materials such as banners, lawn signs, flyers, and more, and can provide event planning tips and tricks!

### CHECKLIST

- Set a date for your walk (consider Sunday, September 27—one week before Jimmy Fund Walk day and a great way to kickoff Walk week!)**
- Pick a route (Map My Walk can be helpful and your family and friends can setup water and snack stations to show their support)**
- Fill out the event planning form and submit to Walk Staff contact**
- Advertise your walk and recruit family and friends to walk with you**
- Solicit local sponsors to support your walk**
- Send press release template to your local paper to encourage your community to join you**
- Take photos of your walk and post to social media to ask for continued support**

### EVENT SUCCESS

Team Energi utilizes the Virtual Walker program to offer remote employees the chance to raise money to conquer cancer and host their own walks in cities all across the country. “As a Virtual Walker, I have had the opportunity to support my team and the ongoing research at Dana-Farber Cancer Institute while walking in my own city with friends, family, and colleagues.”

—Rebecca Boucher, Virtual Walker for Team Energi, Carneys Point Township, NJ



### FOR MORE INFORMATION

Contact Amy Lusa at  
EM: [Amy\\_Lusa@dfci.harvard.edu](mailto:Amy_Lusa@dfci.harvard.edu)  
PH: 617-582-8681

## EVENT PLANNING FORM

### YOUR INFORMATION

FIRST NAME

LAST NAME

NAME OF ENTITY PLANNING THIS EVENT  
(IF DIFFERENT FROM ABOVE)EVENT ORGANIZER IS A(N):  INDIVIDUAL  VOLUNTEER GROUP  CHARITABLE ORGANIZATION  FOR-PROFIT BUSINESS

ADDRESS

CITY

STATE

ZIP

DAYTIME PHONE

EVENING PHONE

E-MAIL ADDRESS

FAX

### ABOUT THE EVENT

NAME OF PROPOSED EVENT

EVENT DATE(S)

EVENT TIME(S)

EVENT LOCATION (VENUE, CITY, STATE)

EVENT WEBSITE (URL)

FOR HOW MANY YEARS HAVE YOU CONDUCTED THIS EVENT TO BENEFIT DANA-FARBER (INCLUDING UPCOMING EVENT)?

DETAILED EVENT DESCRIPTION

HOW DO YOU INTEND TO USE DANA-FARBER'S NAME(S) AND LOGO(S)?

### EVENT DETAILS

EVENT WILL BE PROMOTED TO THE GENERAL PUBLIC:

YES  NO EVENT WILL INCLUDE:  AUCTION  OPPORTUNITY DRAWING (PLEASE NOTE THAT RAFFLES ARE NOT PERMITTED)

DANA-FARBER WILL RECEIVE 100% OF NET EVENT PROCEEDS:

YES  NO 

IF NO, PLEASE LIST OTHER BENEFICIARIES AND PERCENT DANA-FARBER WILL RECEIVE

PROCEEDS WILL BE DIRECTED WHERE IT IS NEEDED MOST?

YES  NO 

IF NO, PLEASE LIST DESIGNATION

DO YOU HAVE A BANK ACCOUNT BEARING DANA-FARBER'S NAME AND TAX ID?

YES  NO 

IF YES, PLEASE PROVIDE ACCOUNT NUMBER (LAST 4 DIGITS)

NAME OF 1ST SIGNATORY

NAME OF 2ND SIGNATORY

# FINANCIAL WORKSHEET

PARTICIPANT INFORMATION	
# PARTICIPANTS	
PRICE PER PARTICIPANT	\$

ESTIMATED REVENUE		ESTIMATED EXPENSES	
CARRY OVER BALANCE	\$	FACILITIES	\$
PARTICIPANT REVENUE	\$	ADVERTISING	\$
SPONSORSHIPS	\$	FOOD/BEVERAGE	\$
PLEDGES	\$	ENTERTAINMENT	\$
OPPORTUNITY DRAWING	\$	AWARDS/PRIZES	\$
AUCTION	\$	SECURITY	\$
OTHER REVENUE (PLEASE LIST):	\$	OTHER EXPENSES (PLEASE LIST)	\$
ANTICIPATED TOTAL REVENUE	\$	ANTICIPATED TOTAL EXPENSES*	\$
FUNDRAISING GOAL (TOTAL REVENUE LESS TOTAL EXPENSES)			\$
COST OF FUNDS RAISED (TOTAL EXPENSES DIVIDED BY TOTAL REVENUE)			%

\*If you will be covering expenses entirely out of pocket or through in-kind contributions – please list expenses as \$0.

## FUNDRAISING GUIDELINES

**When conducting a volunteer fundraising event to benefit Dana-Farber Cancer Institute (“DFCI”), event organizers are expected to adhere to the following guidelines. Adherence to these guidelines will help you to have a positive fundraising experience and is especially important to ensure future collaboration under the DFCI umbrella:**

- Volunteer fundraising events should complement the mission and image of DFCI and the Jimmy Fund. Under no circumstances may an event associate itself with a tobacco company or product. DFCI does not allow gambling, alcohol-themed events, and certain events containing an element of risk. Raffles shall not be permitted. Opportunity drawings, however, may be conducted in lieu of raffles. Please request a copy of DFCI's opportunity drawing guidelines from your event liaison.
- The estimated cost per dollar raised should be less than 50%. DFCI works very hard to maintain a cost of funds raised of 10% and expects its event organizers to do the same – every penny counts in the fight against cancer!
- DFCI's name(s) and logo(s) may be used only with DFCI's prior written approval. Once your event is approved, you'll be able to use the appropriate name and logo in your marketing materials. Your event liaison should review all event-related materials prior to printing and distribution.
- It is important to disclose to event participants the portion of event-related gifts and registration fees that is tax deductible. Fair market values for auction items and opportunity drawing prizes should also be disclosed to event participants. No items should be listed as priceless.
- Any services to be rendered in relation to this event shall not create an employer-employee relationship, a legal partnership or joint venture between the event organizer and DFCI.
- Volunteer fundraising events shall comply fully with all relevant local, state and federal laws, rules and regulations.
- Event proceeds and associated paperwork shall be submitted within **45 days** of the event date submitted on this form.
- Event organizer(s) shall not benefit in some way other than goodwill or retain any portion of event-related proceeds as personal profit or compensation for personal services. Proceeds shall not be controlled or deposited into any bank account without DFCI's prior written approval.
- Financial and in-kind contributions to third-parties will not receive a tax receipt from DFCI.
- Event organizers agree to indemnify and hold harmless DFCI and its officers, directors, agents, successors, heirs and assigns (“the DFCI Parties”) against any liability, damage, loss or expense incurred by or imposed upon the DFCI Parties or any one of them in connection with the event.
- Although DFCI's event liaisons are here to help make your event as successful as possible, there are limitations to DFCI's available resources and there are certain things that DFCI cannot provide such as financial support or reimbursement for expenses incurred. DFCI cannot enter into direct sponsorship of an event or recruit sponsors for you. DFCI does not maintain an inventory of auction items and is unable to provide access to memorabilia, professional athletes or celebrities. DFCI's internal event liaisons can, however, help you brainstorm event-related ideas and point you in the right direction. Speak to your event liaison about what else DFCI can do for you.
- DFCI works closely with several corporations and foundations to raise crucial funding through sponsorship and grant proposals. Please touch base with your event liaison before soliciting sponsorship or grant funding to avoid duplicative efforts.
- If your company plans to match the amount raised, please touch base with your event liaison for instructions.

**Thank you for your interest in organizing a volunteer fundraising event to benefit Dana-Farber Cancer Institute and the Jimmy Fund. Your efforts to help Dana-Farber accomplish its mission to eradicate cancer are both needed and appreciated.**

*10% of all designated gifts supports our Faculty Research Fund to advance Dana-Farber's research mission.*

# FUNDRAISING TIPS

Check out these tips to help you achieve your fundraising goals!



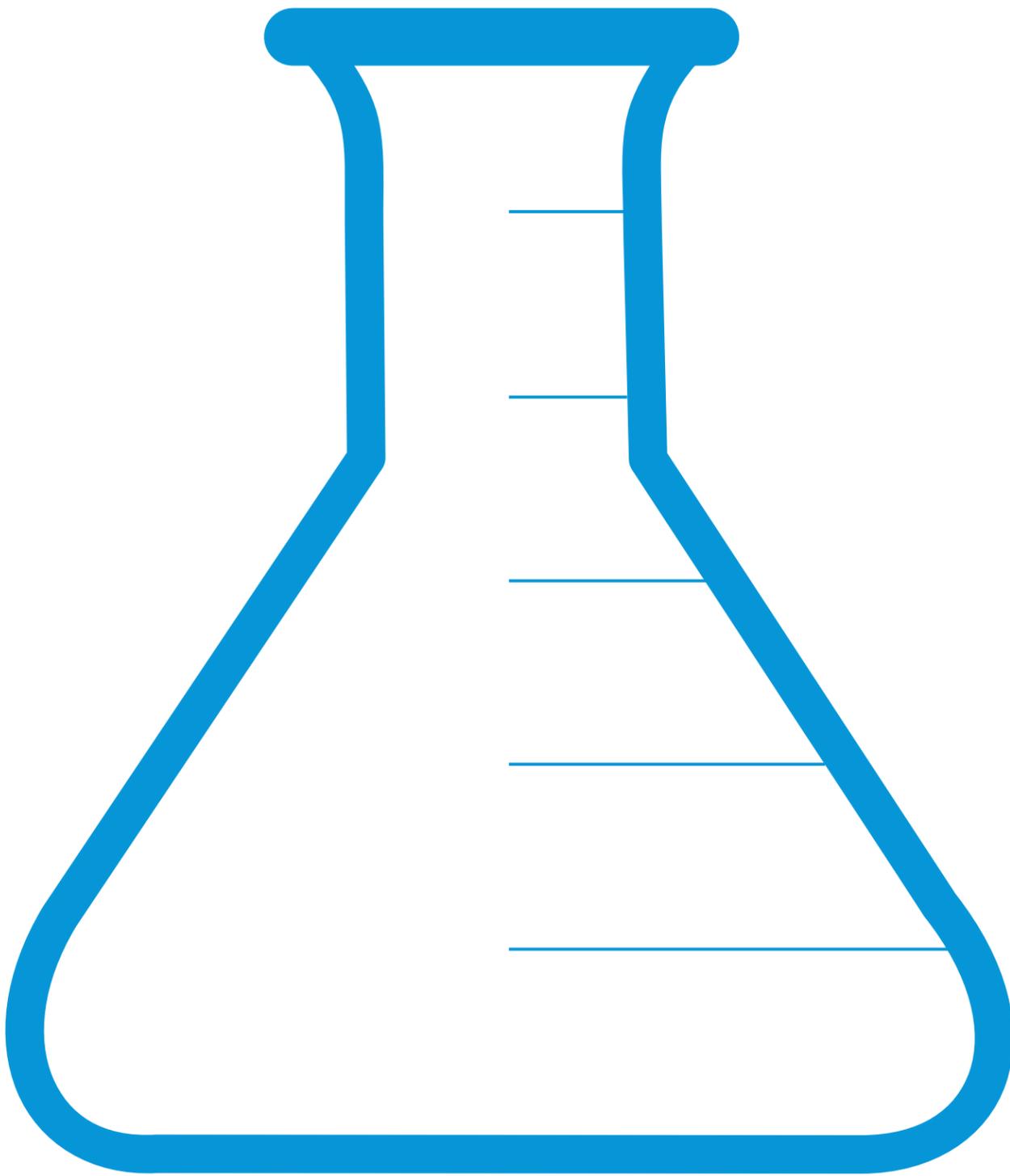
- 1** **Make a self-donation** to your Boston Marathon Jimmy Fund Walk:  
\$26.20, \$50, \$100, or any amount  
*It's easier to ask for support when you've made a gift yourself*
- 2** Send **personalized letters** or **emails** to your entire address book and **share why you are walking!**  
Don't be afraid to ask for specific dollar amounts  
Use our [gift pyramid](#) to help guide you
- 3** **Download the Boston Marathon Jimmy Fund Walk Mobile app** and use the hashtag **#JimmyFundWalk** to post updates and send pre-written messages through email, text, Facebook, Twitter, LinkedIn, and more
- 4** **Get personal!** Upload your story, pictures, and videos to your fundraising page via **[the participant center](#)**
- 5** Hold a **[fundraising event](#)**—it is an easy and fun way to raise money for your walk

**The Jimmy Fund Walk staff is here to help!**

Contact [JimmyFundWalk@dfci.harvard.edu](mailto:JimmyFundWalk@dfci.harvard.edu)

 **HYUNDAI** PRESENTS

**BOSTON<sup>®</sup> MARATHON** **JIMMY FUND WALK**



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Supporting Dana-Farber Cancer Institute and the Jimmy Fund

